

MEDIA GUIDELINES

April 17 - 20, 2024 | Houston, TX

These guidelines are for print, broadcast, and electronic media, photographers, videographers, production crews, and corporate communications staff for the 2024 *FIRST*® Championship presented by BAE Systems.

*****FIRST reserves the right to revoke media badges at any time if an individual is in violation of any of the below guidelines and/or stated eligibility requirements. *****

Contacts: *FIRST* Marketing marketing@firstinspires.org

Important Consent Information and Coverage Conditions

We welcome professional media and communications individuals who meet the eligibility requirements to capture images/footage at our events for the purposes of promoting *FIRST* under the following conditions:

- Images/footage obtained at *FIRST* events may not be sold (as prints or online).
- Images/footage obtained at *FIRST* events may not be used for commercial gain or the advertisement of any commercial product.
- The names of minors may not be published with their images without specific permission from a parent or guardian.

NOTE: *FIRST* cannot guarantee that every attendee has consented to your use of their likeness. User assumes any risk/responsibility of using images/footage obtained at the event. If you plan to capture images/footage at a *FIRST* event, we recommend you use your own consent form.

Required Registration

All media and communications individuals are required to register and receive a Media Badge at Media Registration located at the **Main Registration area, Level 1** in the George R. Brown Convention Center, and then **check in at the *FIRST* Media Center** (Level 2, Room 211) before beginning any coverage of the event. Proper credentials and a photo ID are required for a Media Badge to be issued.

Media Badge

Media Badges must be worn at all times within the George R. Brown Convention Center. Media and communications individuals without a Media Badge will not be permitted onto the playing field/competition floors. Badges are non-transferable.

See page 2 for Media Access During Event Hours.

Media Access During Event Hours

Playing Fields	Designated access areas beyond the carpet (no access to the playing field surfaces). Do not block robot entry and exit paths. Do not block event staff or volunteers from viewing or accessing the field. Follow directions of Event Staff at all times.
Closing Celebration including Einstein and <i>FIRST</i> Tech Challenge Final Matches; Program Awards	<u>No access to playing fields or stages.</u> *Due to limited space, <i>FIRST</i> reserves the right to limit the number of people from the same organization to one, if necessary.
Pits	Interviews and photography/videography are permitted. Must adhere to Event Staff instructions.
Judging or Volunteer areas	No access.
Private venues/meeting areas/Invited Guest areas	No access.